

Exploring the Scope of Cost-Effective Aflatoxin Risk Reduction Strategies  
in Maize and Groundnut Value Chains so as to Improve Market Access of the  
Poor in Africa

# Net mapping

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# What we need to know

The value chain mapping of the groundnut and maize network:

- What formal and informal actors, private/public are involved in the groundnut and maize value chains?
- What are the flows of goods between various actors?
- What are their roles with respect to management of risk of aflatoxin contamination?
- Who in the value chain is influential in terms of managing risk of aflatoxin contamination?
- How does information flow in the value chain?
- What should be improved to make the value chain more resilient against effects of aflatoxin contamination and outbreaks?
- Where and how could project findings help inform decision making in the value chain?

# Net - Map toolbox

Influence Mapping of Social Networks<sup>©</sup>

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## Strategic Influence Network Planning

# Net-Map

Visualize, discuss, analyze and improve influence networks:

- Actors
- Links (formal and informal)
- Influence
- Entry point for research findings

# Group exercise

- Define research questions:

Group 1: “Who can influence the management of aflatoxin contamination risk along the groundnut value chain?”

Group 2: “Who can influence the management of aflatoxin contamination risk along the maize value chain?”

- Split into two groups according to expertise, interest or institutional affiliation.

- Group 1 facilitated by Ekin Birol and Jupiter Ndjeunga - Groundnut
- Group 2 facilitated by Tess Tiongco and Jon Hellin - Maize

# Group exercise

- Follow 4 steps
  1. Who is involved: Write actors on stickers and distribute on map; **color according to kind of actor**
  2. How are they linked: Draw arrows of different color depending on the type of link; **color = kind of link, arrow heads = direction of flow**
  3. How influential are they: Build influence towers; **Higher influence = higher tower**
  4. Discuss: What kind of information do they need and in which format? What can we (all) do to improve the network? **Where and in what format can research findings enter the system**

# Example

